

# Cornell University Library is Migrating from Google Analytics to Piwik

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## WHY AND HOW

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# Presentation outline

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1. Background on web analytics tool use in CUL
2. Using Piwik
3. Discussion

# CUL Background

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Over the past few years, CUL has used two web analytics tools:

- CUL Logs System (developed 2006-2007, based on Scott Nicholson's "bibliomining" work)
- Google Analytics

Both have pros

Both have cons

# Why Piwik for a pilot?

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- **Supports reader privacy** – data stored on library-controlled server.
- Can aggregate sessions to IP-based affiliate/non-affiliate groups like Logs System

In other words, “privacy by design”

# Why Piwik for a pilot?

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- **Supports reader privacy** – data stored on library-controlled server.
- Can aggregate sessions to IP-based affiliate/non-affiliate groups like Logs System
- Centralized account management
- Flexible, maintainable (easy to load files)
- Open source, customizable; and a polished product, not a toolset

In sum, no other product has all these attributes

# Overview and example data from Piwik

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Example website: Discovery & Access


- [www.library.cornell.edu](http://www.library.cornell.edu)
- [newcatalog.library.cornell.edu](http://newcatalog.library.cornell.edu)


Time period: January 26, 2016 - March 17, 2016

Standard vs. custom data



WEBSITE: DISCOVERY&A... ▾

FROM 2016-01-01 TO 2016-03-31 

ALL VISITS 

DASHBOARD ▾

## Dashboard

Dashboard of mm342

## Visitors

## Actions

## Referrers

## Goals

### Pages






### Page Titles Following a Site Search

### Pages Following a Site Search





### Visits Over Time

### Visitors in Real-time






DATE	VISITS	ACTIONS
Last 24 hours	4809	22728
Last 30 minutes	162	567

Thursday, March 31, - 17:04:30   
    IP: 10.129.  
 from Google - "Keyword not defined"

Actions: 

Thursday, March 31, - 17:04:29   
    IP: 10.129.  
 from law.library.cornell.edu

Actions: 


















Thursday, March 31, - 17:04:28 (8 min 14s)   
    IP: 128.253.  
 Direct Entry

Actions:                   

### Welcome!

### Keywords

### Referrer Websites

WEBSITE	VISITS
 www.worldcat.org	24,273
 guides.library.cornell.edu	10,135
 law.library.cornell.edu	7,437
 arxiv.org	5,833
 www.bing.com	5,375
 www.cornell.edu	4,356
 www.plagiarism.org	4,225
 www.google.com	2,569
 catherwood.library.cornell.edu	2,304
 firstsearch.oclc.org	2,010
 blackboard.cornell.edu	1,735
 music.library.cornell.edu	1,515
 rare.library.cornell.edu	1,484
 mannlib.cornell.edu	1,455
 finearts.library.cornell.edu	1,438
 www.bibme.org	1,437
 search.vahoo.com	1,373

### Visitor Map

737.6k visits










  Countries

World-Wide ▾

Visits ▾

### Visitor Browser

BROWSER	VISITS
 Chrome	336,232
 Firefox	141,242
 Safari	97,613
 Internet Explorer	72,453
 Mobile Safari	36,011
 Chrome Mobile	14,431
 Microsoft Edge	11,876
Unknown	7,458

# Page titles

Time period: January 26, 2016 - March 17, 2016

PAGE NAME	PAGEVIEWS	▼ UNIQUE PAGEVIEWS
☐ <b>www.library.cornell.edu</b>	460,312	309,867
Cornell University Library	246,599	151,481
Citation Management   Cornell University Library	68,171	54,306
APA Citation Style   Cornell University Library	19,620	17,639
MLA Citation Style   Cornell University Library	16,294	14,911
My Account   Cornell University Library	35,237	14,047
Introduction to Research   Cornell University Library	8,128	6,865
Research Help   Cornell University Library	3,381	2,655
Ask a Librarian   Cornell University Library	2,685	2,145
Search Course Reserves   Cornell University Library	3,640	2,124
Borrow Direct   Cornell University Library	2,477	2,091
Annotated Bibliography Tutorial   Cornell University Library	2,308	2,050





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## Search

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### SPOTLIGHT

NEH grant will preserve Afrika  
Bambaataa archive

[Learn more »](#)[About the image.](#)

l.edu

[Elements](#) [Console](#) [Sources](#) [Network](#) [Timeline](#) [Profiles](#) [Resources](#) [Security](#) [Audits](#)

1

```
<div class="search-info">...</div>
<form class="form-inline clearfix" role="form" action="//newcatalog.library.cornell.edu/search" method="get">...</form>
<div class="help-links">
  <div class="search-options">
    <ul>
      <li>
        <a href="http://newcatalog.library.cornell.edu" onclick="javascript:_paq.push(['trackEvent', 'searchoptions', 'catalog'])"
        ;">Catalog</a>
      </li>
      <li>...</li>
      <li>...</li>
    </ul>
  </div>
</div>
```


[Styles](#) [Computed](#) [Event Listeners](#) >>

Filter

+ .cls

```
element.style {
}
```

```
.help-links a {  css_B1LmjvrTZzT...io5TCHr
  line-height: 1.4em;
  color: #dedede;
}
```

 Current Month ▾

Location: /index  
Segment: All visits

Main metrics




107928 Pageviews


62711 Visits

32% Bounce Rate

43% Exit rate

2 min 4s Avg. time on page

-  Open Row Evolution
-  Open Transitions
-  Open segmented Visitor Log



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Books, articles, databases, journals, websites and more

Search

7%

Catalog

7.9%

Articles & Full Text

0.342%

Databases

E-Journal Titles

Images

SPOTLIGHT

Exhibit showcases new media art in Goldsen archive

Learn more >

About the image.

Course Reserves

Search course reserves

Search

Enter course name, number, or professor:  
e.g., Shakespeare  
e.g., ENGL 1105  
e.g., Floyd

> Submit course reserves

> Need help? Contact reserves staff

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Collections

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Library Guides

Research Consultation

VIVO: Research & Expertise Across Cornell

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Copyright and Digitization

Disability Services

Instruction and Workshops

Library Liaisons

Library Spaces

OverDrive

Passkey and other tools

Research Data Management

Help for

Alumni

Faculty and Instructors

Graduate Students

International Students

Off Campus & Study Abroad

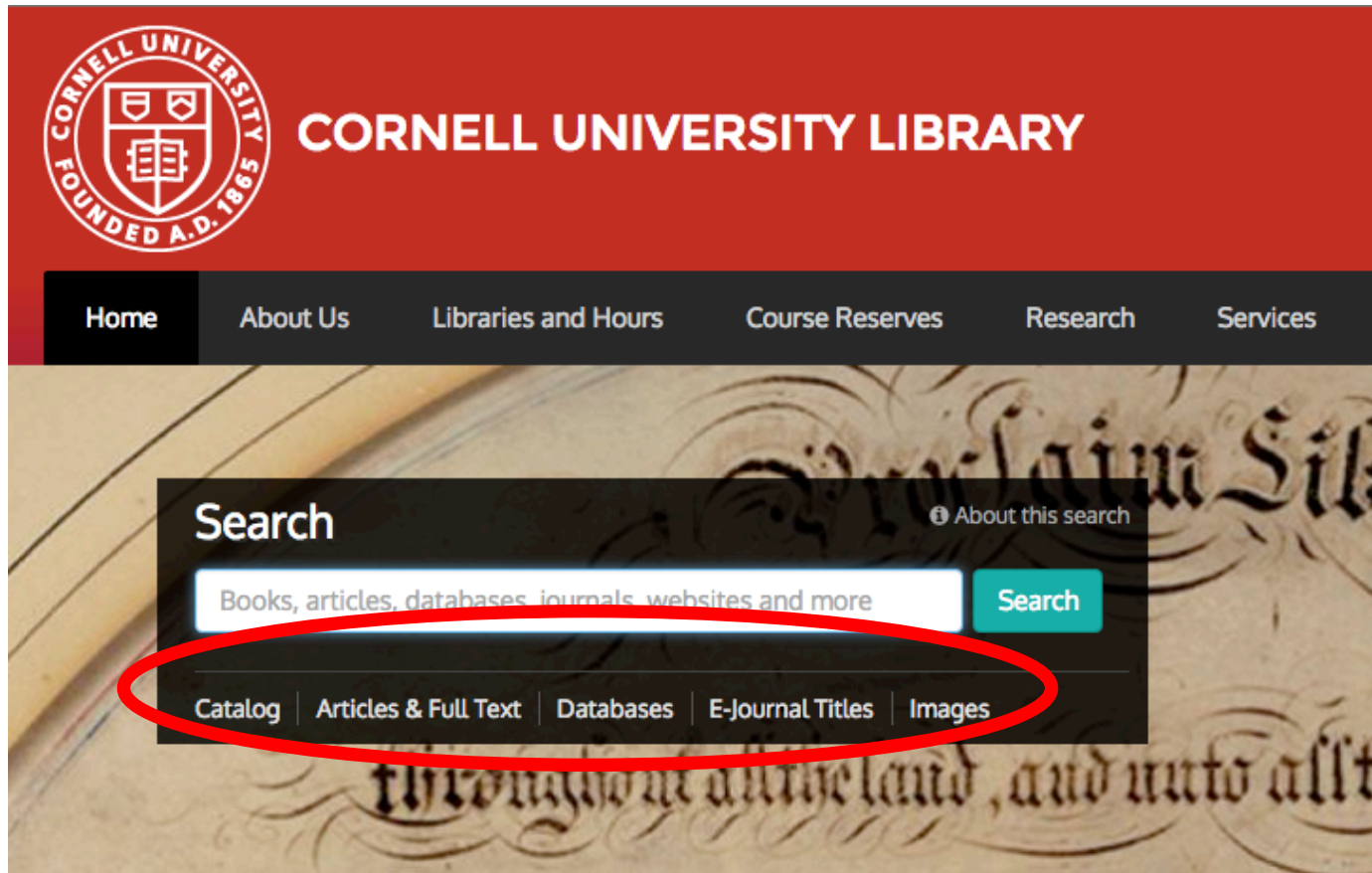
Staff

Undergraduate Students

Visitors




# Search options



EVENT CATEGORY	▼ TOTAL EVENTS
searchoptions	20,833
EVENT ACTION	▼ TOTAL EVENTS
databases	6,678
catalog	6,230
ejournals	4,131
summon	3,504
images	290

# Databases

 Cornell University

**Cornell University Library**  
**DATABASES**

Search top databases by name or broad subject terms

heinonline

Q

Browse by title

# A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Browse by subject

General Interest and Reference

- > Biographies
- > Dictionaries and Encyclopedias
- > Directories
- > Images
- > Library and Publisher Catalogs
- > Newspapers, Magazines and Current Events

Arts and Humanities

- > Art and Architecture
- > History
- > History: Primary Sources
- > Linguistics, Language and Literature
- > Music
- > Philosophy and Religion

## 14 Actions - 22 min 27s

1. www.library.cornell.edu/Cornell University Library

<http://www.library.cornell.edu/>

2. → searchoptions - databases

<https://www.library.cornell.edu/>

3. newcatalog.library.cornell.edu/Cornell University Library Catalog

<https://newcatalog.library.cornell.edu/databases>

4. newcatalog.library.cornell.edu/Cornell University Library Catalog

<https://newcatalog.library.cornell.edu/databases/title/b>

5. Q BNA

6. → databases - outlook

[https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit\\_keys\[\]=q&omit\\_k...](https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit_keys[]=q&omit_k...)

7. newcatalog.library.cornell.edu/Cornell University Library Catalog

<https://newcatalog.library.cornell.edu/databases>

8. newcatalog.library.cornell.edu/Cornell University Library Catalog

[https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit\\_keys\[\]=q&omit\\_k...](https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit_keys[]=q&omit_k...)

9. Q heinonline

10. → databases - outlook

[https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit\\_keys\[\]=q&omit\\_k...](https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit_keys[]=q&omit_k...)

11. Q proquest

12. → databases - outlook

[https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit\\_keys\[\]=q&omit\\_k...](https://newcatalog.library.cornell.edu/databases/searchdb?utf8=✓&omit_keys[]=q&omit_k...)

13. newcatalog.library.cornell.edu/Cornell University Library Catalog

<https://newcatalog.library.cornell.edu/databases/show/3149254>

14. www.library.cornell.edu/Cornell University Library

<http://www.library.cornell.edu/>

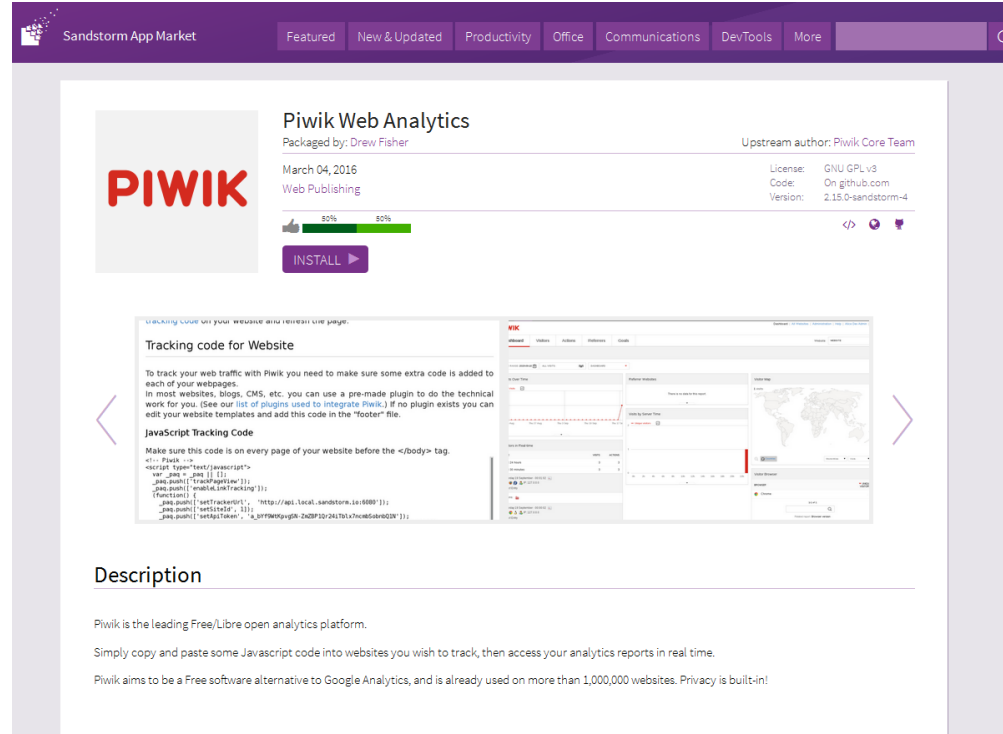
☐ databases	6,042	-
EVENT ACTION	▼ TOTAL EVENTS	TOTAL VALUE
outlink	5,981	-
outlink_tou_title	36	-
outlink_tou_url	25	-
1-3 of 3		

# Questions?

[piwik.com](https://piwik.com)

Documentation, faq, etc.

Adam Chandler,  
Maureen Morris,  
Melissa Wallace  
Cornell University Library



The screenshot shows the Sandstorm App Market interface. At the top is a navigation bar with categories: Featured, New & Updated, Productivity, Office, Communications, DevTools, and More. The main content area displays the 'Piwik Web Analytics' app. It includes the Piwik logo, a package by Drew Fisher, and an upstream author link to the Piwik Core Team. Metadata shows the date (March 04, 2016), category (Web Publishing), license (GNU GPL v3), code location (On github.com), and version (2.15.0-sandstorm-4). A green progress bar indicates 50% completion, and an 'INSTALL' button is present. Below this, a 'Tracking code for Website' section provides instructions and a JavaScript code snippet. To the right, a preview of the Piwik dashboard is shown. A 'Description' section at the bottom explains that Piwik is a leading free/open analytics platform, easy to install, and privacy-focused.

**Piwik Web Analytics**  
Packaged by: [Drew Fisher](#) Upstream author: [Piwik Core Team](#)

March 04, 2016  
Web Publishing

License: GNU GPL v3  
Code: On github.com  
Version: 2.15.0-sandstorm-4

50% 50%

INSTALL

**Tracking code for Website**

To track your web traffic with Piwik you need to make sure some extra code is added to each of your webpages.  
In most websites, blogs, CMS, etc. you can use a pre-made plugin to do the technical work for you. (See our [list of plugins](#) used to integrate Piwik.) If no plugin exists you can edit your website templates and add this code in the "footer" file.

**JavaScript Tracking Code**

Make sure this code is on every page of your website before the </body> tag.

```
<!-- Piwik -->  
<script type="text/javascript">  
var _paq = _paq || [];  
(function() {  
  _paq.push(['enableLinkTracking']);  
  (function() {  
    _paq.push(['setTrackerUrl', 'http://api-local.sandstorm.io/8080/']);  
    _paq.push(['setSiteId', '1']);  
    _paq.push(['setPageUrl', 'http://api-local.sandstorm.io/8080/']);  
  })();  
})();
```

**Description**

Piwik is the leading Free/Libre open analytics platform.

Simply copy and paste some Javascript code into websites you wish to track, then access your analytics reports in real time.

Piwik aims to be a Free software alternative to Google Analytics, and is already used on more than 1,000,000 websites. Privacy is built-in!

Try it for free on  
<https://sandstorm.io> platform